



## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>7</sup> :  H04N 7/24		A2	(11) International Publication Number: <b>WO 00/45599</b>
			(43) International Publication Date: 3 August 2000 (03.08.00)
<p>(21) International Application Number: PCT/IB00/00135</p> <p>(22) International Filing Date: 28 January 2000 (28.01.00)</p> <p>(30) Priority Data: 9902235.2 1 February 1999 (01.02.99) GB</p> <p>(71) Applicant (for all designated States except US): EMUSE CORPORATION [IE/IE]; 80 Park Avenue, Sandymount, Dublin 4 (IE).</p> <p>(72) Inventor; and</p> <p>(75) Inventor/Applicant (for US only): RAINSFORD, Patrick, J. [IE/IE]; 80 Park Avenue, Sandymount, Dublin 4 (IE).</p> <p>(74) Agents: BAILLIE, IAIN, C. et al.; Langner Parry, 52-54 High Holborn, London WC1V 6RR (GB).</p>		<p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published Without international search report and to be republished upon receipt of that report.</p>	
<p>(54) Title: INTERACTIVE SYSTEM</p>			
<p>(57) Abstract</p> <p>An interactive system provides a video programme signal and generates interactive content data to be associated with at least one object within a frame of the video programme. The interactive content data is embedded with the object and the object is tracked through a sequence of frames and the interactive content data is embedded into each one of the frames. The programme frames with the embedded data are multiplexed with video and audio signals and may be broadcast. A receiver identifies an object of interest and the embedded data associated with the object is retrieved. The embedded data may be used for e-commerce.</p>			